

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A ~~computer implemented~~ method of authenticating golf equipment, comprising:

~~providing receiving the golf equipment to be authenticated; and identifying relevant features of the equipment;~~
~~providing a link that is accessible via a webpage to indicate the status of examination;~~
~~comparing the said features to predetermined manufacturing specifications;~~
~~determining whether the said features conform to the said manufacturing specifications;~~
and

inputting examination parameters into a computer operable to execute computer program instructions for performing the following steps:

~~receiving information identifying relevant features of the equipment;~~
~~comparing said features to predetermined manufacturing specifications;~~
~~determining whether said features conform to said manufacturing specifications; and~~
~~reporting results of said determining, the reporting including~~

assigning a unique registration number to the golf equipment each time it is provided for authentication, and

preparing a report of the examination comprising assigning a first result comprising authentic or fake, wherein, if the first result is authentic, then assigning a second result comprising original or altered, and wherein, if the second result is altered, then assigning a third result comprising an alteration condition; and
~~, where some of the unique registration numbers for a particular piece of equipment are linked to one another and some of the unique registration numbers for a particular piece of equipment are not linked to one another;~~

providing a link that is accessible via a webpage to access the report results;
~~wherein the results of the determining are grouped into at least three categories.~~

2. (Canceled)

3. (Currently Amended) The method of claim 1, wherein the step of said identifying includes identifying one or more features selected from the group consisting of physical dimensions, materials, finishes, manufacturer markings, serial numbers, and combinations thereof.
4. (Currently Amended) The method of claim 1, wherein the step of said identifying includes identifying one or more features selected from the group consisting of shape, stamping, finish, paint fill, shaft, grip, and weight.
5. (Currently Amended) The method of claim 4, wherein the step of said identifying includes identifying two or more features selected from the group.
6. (Currently Amended) The method of claim 1, wherein the step of said identifying includes identifying shape, stamping, finish, paint fill, shaft, grip, and weight.
7. (Currently Amended) The method of claim 4, wherein the step of said identifying includes identifying three or more features selected from the group.
8. (Currently Amended) The method of claim 1, wherein the step of said comparing includes:
comparing a first view of the equipment to a predetermined specification; and
comparing a second view of the equipment to a predetermined specification.
9. – 10. (Canceled)
11. (Currently Amended) The method of claim 1, wherein the step of said comparing includes comparing the equipment to a previously prepared record of the equipment.
12. (Currently Amended) The method of claim 11, wherein the step of said comparing further includes comparing the equipment to previously taken pictures of the equipment.

13. (Currently Amended) The method of claim 1, wherein the step of said determining includes accounting for wear due to normal use of the equipment.

14. (Canceled)

15. (Currently Amended) The method of claim 1, wherein the step of preparing a report said reporting includes further comprises providing an authentication certificate.

16. (Currently Amended) The method of claim 15, wherein the said reporting includes providing an authentication certificate including comprises:

a picture of the equipment;
a seal; and
a reference number associated with the equipment.

17. (Currently Amended) The method of claim 16, wherein the step of preparing a report said reporting includes further comprises providing the said reference number on the equipment.

18. (Currently Amended) The method of claim 16, wherein the said reporting further includes providing an authentication certificate including comprises a seal selected from the group consisting of a sticker, a hologram, an embossment, and a combination thereof.

19. (Currently Amended) The method of claim 1, wherein the step of preparing a report said reporting includes comprises providing an indication of the condition of the equipment.

20. (Canceled)

21. (Currently Amended) The method of claim 20, wherein the alteration condition ,if the equipment has been altered from its original condition, the said reporting further includes providing comprises an indication of how the equipment has been altered.

22. (Currently Amended) The method of claim 1, wherein the step of preparing a report comprises said reporting includes providing a certificate, the said certificate being color-coded based on said results.

23. (Currently Amended) The method of claim 1, further comprising the step of wherein said providing includes creating a mailing label through an automated process prior to the step of receiving the golf equipment.

24. (Currently Amended) The method of ~~claim 22~~ claim 23, wherein the step of said creating further includes creating a packing slip.

25. (Currently Amended) The method of ~~claim 22~~ claim 23, wherein the step of said creating includes using the internet.

26. (Currently Amended) The method of ~~claim 22~~ claim 23, wherein the step of said creating includes notifying the authenticator of the request for authentication.

27. (Currently Amended) The method of claim 1, further comprising the step of providing an encoded text link to a website that provides the examination status and report said results.

28. – 29. (Canceled)

30. (Currently Amended) A method of authenticating golf equipment, comprising:
providing, from a first entity to a second entity, the golf equipment to be authenticated;
~~providing a link that is accessible via a webpage to indicate the commencement of an examination, wherein the link is provided from the second entity to the first entity;~~
identifying, by the second entity, relevant features of the equipment;
comparing, by the second entity, the said features to predetermined manufacturing specifications;
determining, by the second entity, whether the said features conform to the said manufacturing specifications; and
reporting, by the second entity, results of the said determining, the reporting including assigning a unique registration number to the golf equipment each time it is provided for authentication, ~~wherein some of the unique registration numbers for a particular piece of equipment are not linked to one another;~~
returning the golf equipment from the second entity to the first entity;
providing an encoded text or registry engine code that links to a website that includes the results of the determining, wherein the encoded text or registry engine code is provided from the second entity to the first entity;
using, by the first entity, the encoded text or registry engine code in a webpage in order to allow a third entity to determine the results of the determining;
wherein the results of the determining include three categories.

31. (Canceled)

Please add the following new claims:

32. (New) The method of claim 1, wherein the alteration indication is selected from the group comprising grip replaced, shaft replaced, shaft band replaced, refinished, engraving, stamping, and combinations thereof.

33. (New) The method of claim 1, further comprising assigning a fourth result, wherein if the first result is authentic, the fourth result is assigned to designate product condition.

34. (New) The method of claim 33, wherein the fourth result is selected from the list comprising mint, good, fair, poor, like new, used, almost new, and combinations thereof.